

CCDKM

EMPOWERING COMMUNITIES  
THROUGH ICT, INNOVATION  
AND ENTREPRENEURSHIP



CCDKM  
Education

Create Call to Action Share ...

Timeline About Photos Reviews More ▾

โครงการต่างๆที่ CCDKM ศึกษาวิจัย | Our Project



[www.ThaiTelecentre.org](http://www.ThaiTelecentre.org)

[www.thaiaseanhomeworkers.org](http://www.thaiaseanhomeworkers.org)

[www.thaicybtelecentre.org](http://www.thaicybtelecentre.org)

[www.mict4u.net](http://www.mict4u.net)



[www.asean-e-class.org](http://www.asean-e-class.org)

[ictaseanacademy.org/young-entrepreneur](http://ictaseanacademy.org/young-entrepreneur)

[www.ictaseanacademy.org](http://www.ictaseanacademy.org)

[www.cyberscout.in.th](http://www.cyberscout.in.th)

ห้องเรียน ASEAN  
ASEAN Communities eClassroom

เยาวชนผู้ประกอบการอาเซียน  
ASEAN Young Entrepreneur

สถาบันพัฒนา ICT ชุมชนอาเซียน  
ICT ASEAN Academy

ลูกเสือไซเบอร์  
Thailand CyberScout



**Assoc. Prof. Dr. Kamolrat Intaratat**  
**[kamolratchim@gmail.com](mailto:kamolratchim@gmail.com)**

Sukhothai Thammathirat Open University

**[www.CCDKM.org](http://www.CCDKM.org)**

The background image shows a person wearing a blue shirt, focused on using a traditional wooden tool to process long, green palm leaves. A laptop is visible in the background, suggesting a blend of traditional craftsmanship and modern technology. The scene is set outdoors, with natural light illuminating the workspace.

# **CCDKM**

**MISSION : since 2006**

**Bridging the digital divide and empowering marginalized communities in Thailand and ASEAN through ICT and Media.**

## **OUR TARGET COMMUNITIES**

**Girls and women, senior citizens, youths and school drop-outs, handicapped, telecentre managers and users, farmers.**



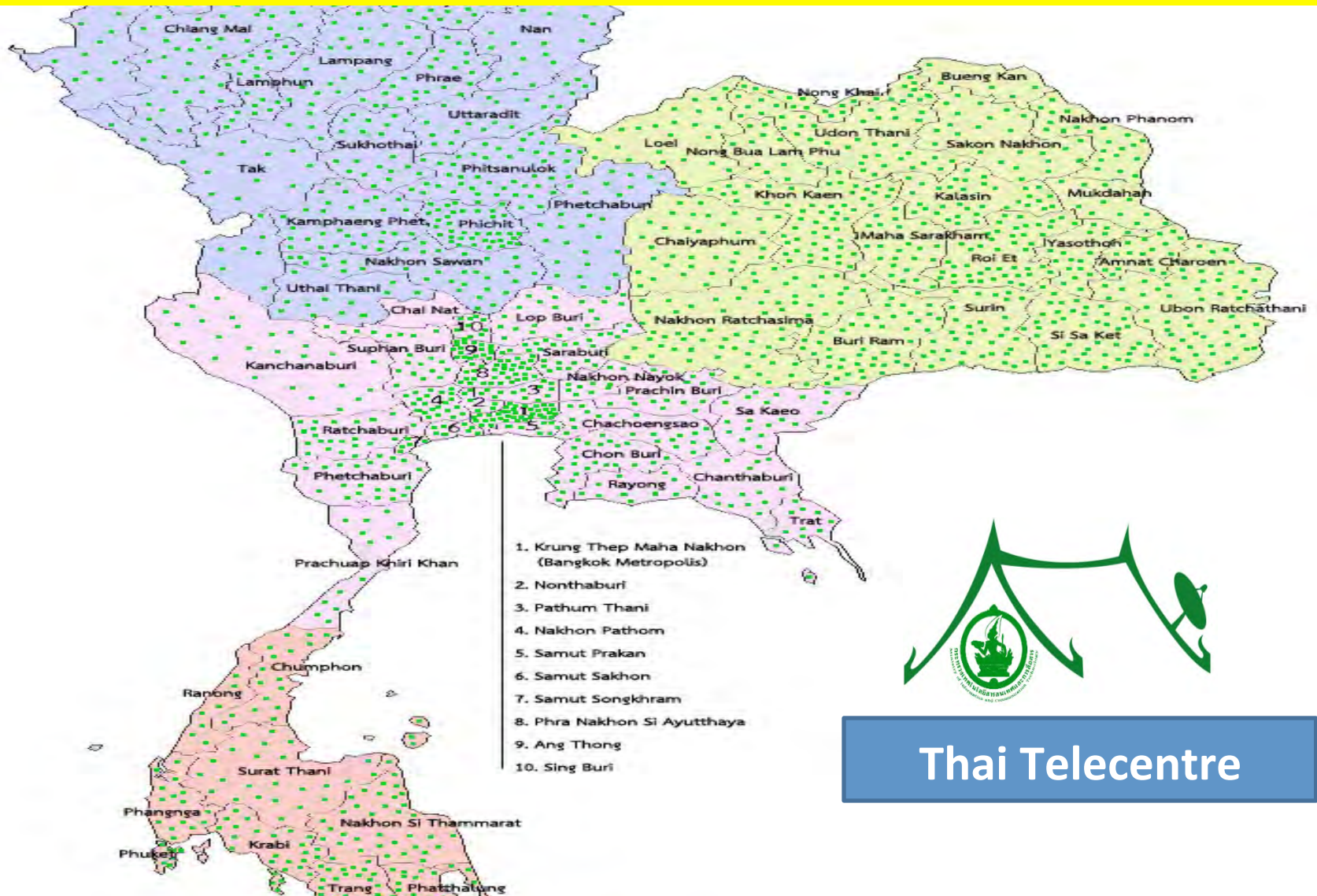
# CCDKM

## TELECENTRES KNOWLEDGE HUBS

- Since 2007, CCDKM is the co-founder of the Thai Telecentre network together with the Ministry of Information and Communication Technology, Thailand (MICT).
- 20 Telecentres (2007) / 2,600 (2015)
- CCDKM is the Co- partners and Consultant of the Ministry of ICT on issues related to **e-Society** and **Lifelong learning**;

# Thai Telecentre Networks :

## ICT Access Points to Answer the Digital Divide



Thai Telecentre

**Thai Telecentre / Community ICT Learning Centre :**  
**Since 2007 with 20 Centers till 2,500++ Centers currently**



# Telecentre.org initiated by IDRC's Digital Divide Mission: with Its Coverage 6 Regions & 100+ Developing Countries



# Global Telecentre 100+ Countries : 6 Regions



**Global Telecentre.org**



Asia Pacific  
Telecentre Network



Eurasia  
Telecentre Network



Latin America and  
the Caribbean  
Telecentre Network



Middle East and  
North Africa  
Telecentre Network



NetAfrica



Telecentre-Europe



ThaiTelecentre.org is One Among



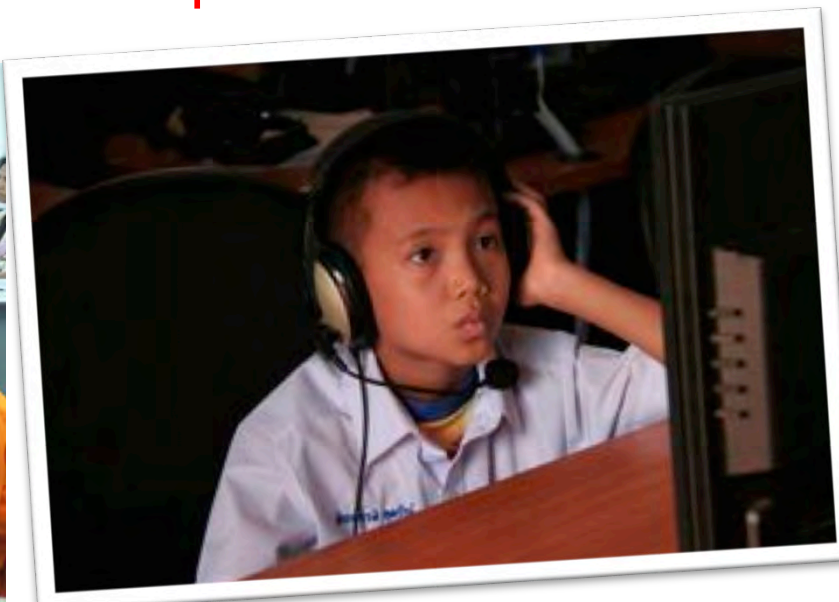


Telecentre is the ACCESS Point  
to both Rural & Urban Poor:





1. **Access** to all Underserved/Un-served (Digital Gap)
2. **Empower** the Under-served/Un-served for their Betterment
3. Reserve all Local Wisdom from all over the country
4. Priority in **E- Earning, E-Welfare, E-Dignity, E-Learning**
5. Aimed for being the **Community One Stop Services**





# Prioritized Demanded Serve



**1. Earn a Living**

**Creative  
Economy**

**2. Welfares**

**E-Services & Info.**

**3. Proud/Dignity**

**Self-Dependence**

**Human base ICT : People Need Relevant Info. & Ed.  
for their Dignity Living priority....**

# More Earning Channels : Community Online Commerce

[www.TelecentreCharms.com](http://www.TelecentreCharms.com)



No Star



One Star



Some Stars



Niche



Communication Arts for ASEAN : STOU  
(Communication-ASEAN.stou.ac.th)



Ethnics



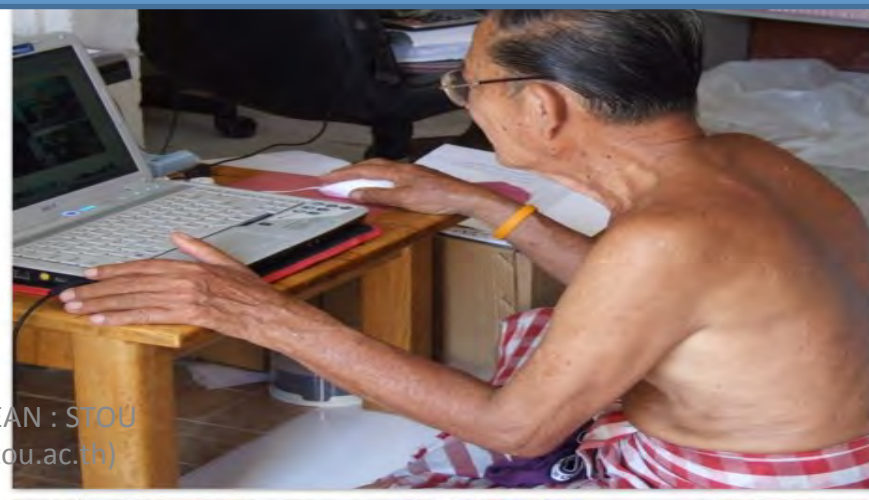


# E-COMMUNITIES CLASS

[www.thaitelecentre.org](http://www.thaitelecentre.org)



All kinds of Demanded –Served both On & Offline Info. & Academies :



Communication Arts for ASEAN : STOU  
(Communication-ASEAN.stou.ac.th)

# Academy for Life : Equal ED to ALL



**Alternative Learning**

**Formal Learning**



# Smart Academy for Life



Instagram



kamolratchim

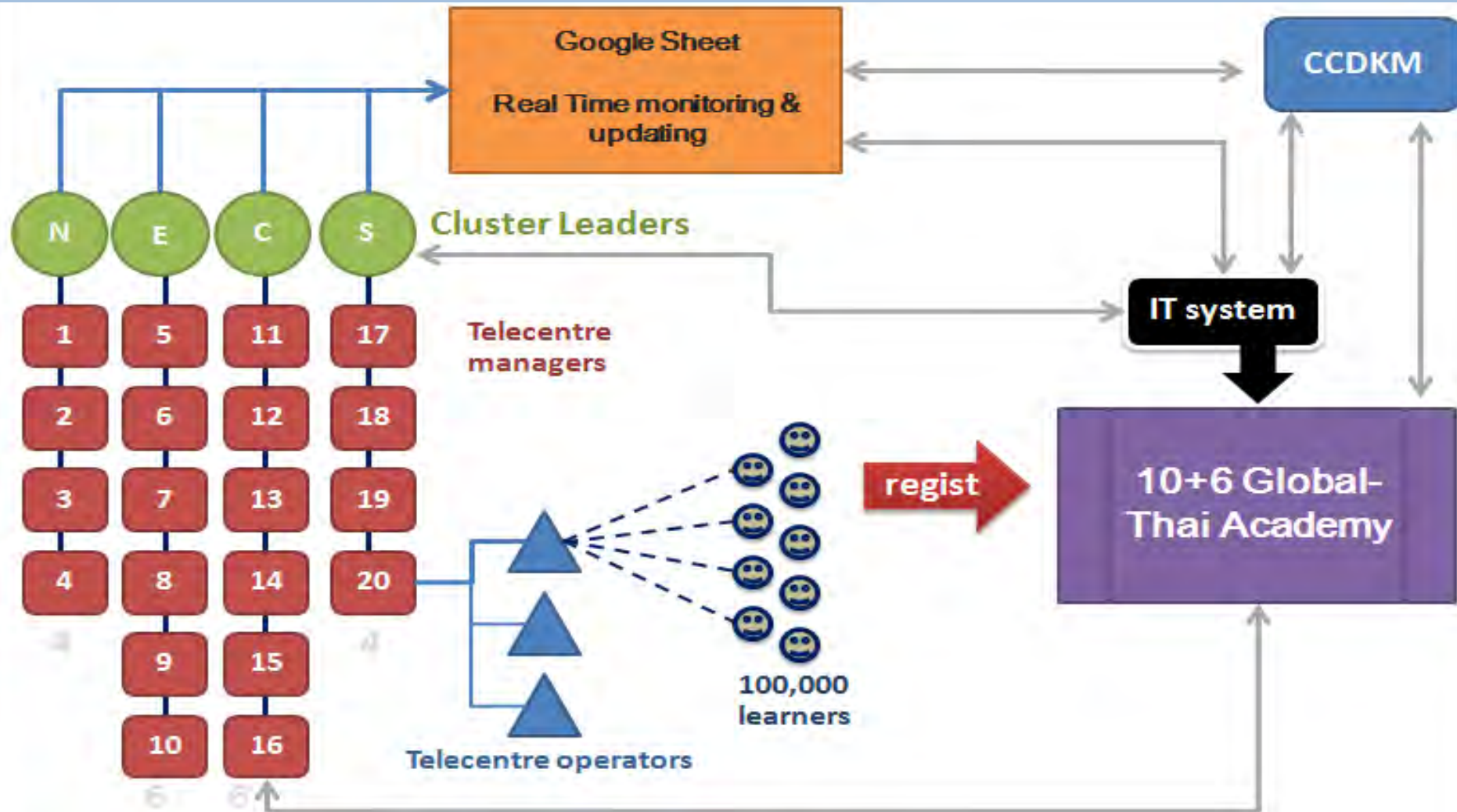


ccdkm\_

CCDKM THAILAND | ASEAN The Research Center of Communication and Development

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# De-Centralized & Participatory Community E-Class



**Telecentre manager** - daily update 19.00 – 21.00 pm  
- updating mid-report in August, 2011

**Cluster leaders**— daily monitor 21.30 – 22.00 pm.



# CCDKM eLearning Portal



## Media and Information Literacy Thailand

แหล่งเรียนรู้ทางด้านสื่อและสารสนเทศแห่งประเทศไทย

Link : <http://www.milthailand.org/elearning/>



## ASEAN Communities eClassroom

ห้องเรียนชุมชนออนไลน์สำหรับอาเซียน

Link : <http://www.asean-eclass.org/course/>



Telecentre  
ACADEMY

## Google Web Academy eClassroom

ห้องเรียนเครื่องมือ Google ออนไลน์ขั้นพื้นฐาน

Link : <http://thai-academy.telecentre.org/moodle/>



## ASEAN Young Entrepreneur

ห้องเรียนเยาวชนผู้ประกอบการอาเซียน

Link : <http://www.ictaseanacademy.org/young-entrepreneur/>



## Thai-ASEAN HomeWorkers

ห้องเรียนพัฒนาศักยภาพคนทำงานที่บ้าน

Link : <http://www.thaiaseanhomeworkers.org/>



# CCDKM

## DIGITAL GLOBAL ACADEMIES FOR MARGINALIZED PEOPLE

### ENTREPRENEURSHIP (MICROSOFT YOUTH SPARK!)

ASEAN Young entrepreneurs

**30,000 Youths trained.**





# CCDKM

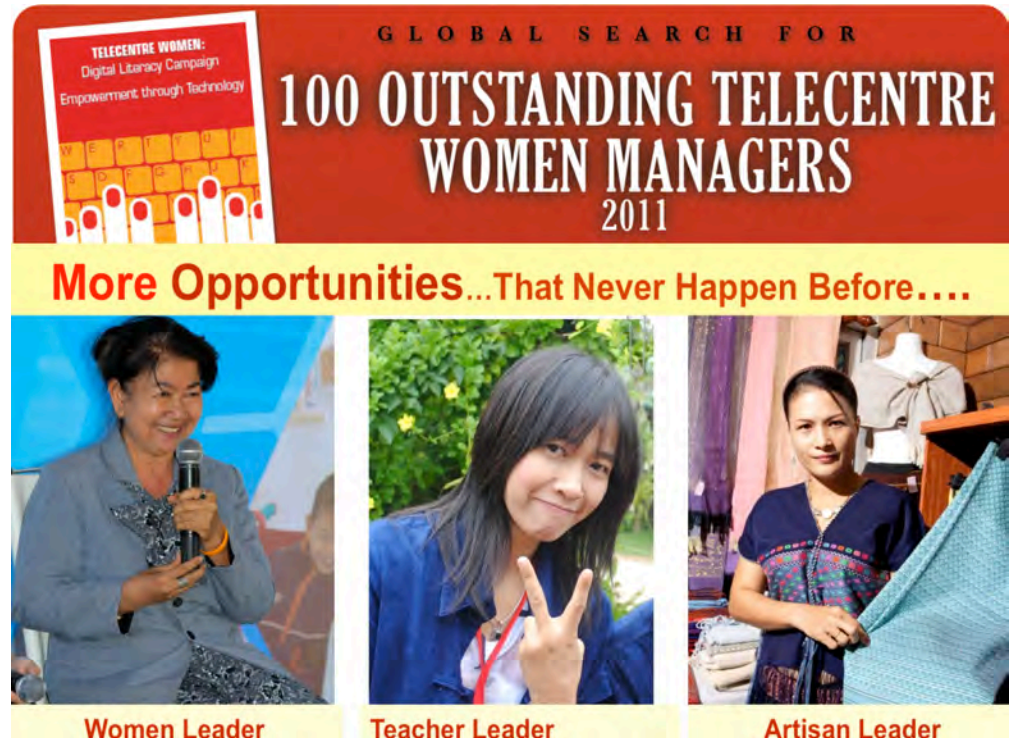
## DIGITAL GLOBAL ACADEMIES FOR MARGINALIZED PEOPLE

### DIGITAL LITERACY

Senior citizens, out of school youths and children, and people with disabilities. **50,000 trained.**

**Thai Women entrepreneurs**  
**100,000 trained.**

**TELECENTRE.ORG**  
**TELECENTRE WOMEN**  
**INTEL & GOOGLE**



TELECENTRE WOMEN:  
Digital Literacy Campaign  
Empowerment through Technology

GLOBAL SEARCH FOR  
**100 OUTSTANDING TELECENTRE  
WOMEN MANAGERS**  
2011

**More Opportunities...That Never Happen Before....**

Women Leader

Teacher Leader

Artisan Leader

# Smart Community Entrepreneur : Community Digital Economy

WE. STYLE. FOR A CAUSE



**Empowering Communities Through ICT  
Innovation and Entrepreneurship**





# CCDKM: WE STYLE FOR A CUASE

C C D K M

ABOUT US GLOCAL ACADEMY WE. STYLE. FOR A CAUSE COMMUNITY TOURISM AWARDS PARTNERS NEWS P

## WE. STYLE. FOR A CAUSE

Is a project founded by the Research Center of Communication and Development Knowledge Management (CCDKM) and Fashion Entrepreneur Wanda Gabai to empower tribes, marginalized and minority groups in rural areas in Thailand through fashion entrepreneurial and ICT skills.

Through capacity-building trainings CCDKM will leverage and upgrade the entrepreneurship skills of community members from North, Central and Southern Thailand that have existent fashion businesses, including OTOP products (1,2,3,4,5 stars).

CCDKM's partner, The Tak Fa Cotton Development Center based at Nakhon Sawan Field Crops Research Center, will train rural communities on sustainable cotton seeds and plantation.

CCDKM, WANDA GABAI and partners will also conduct trainings on: production, styling, visual merchandising, photography, PR, digital and social media literacy to sell community products in national, ASEAN and international markets.

Researchers from Sakon Nakhon University and the elders of the community will preserve their heritage and local wisdom by training young entrepreneurs on Indigo natural dyeing techniques and weaving with the looms.

SHOP ONLINE WE.STYLE. FOR A CAUSE COLLECTION. COMING UP SOON AT [WWW.WANDAGABAI.COM](http://WWW.WANDAGABAI.COM)



CCDKM Preso...



Smart Farmer ...



AMIC2015



TOUR สิบ...



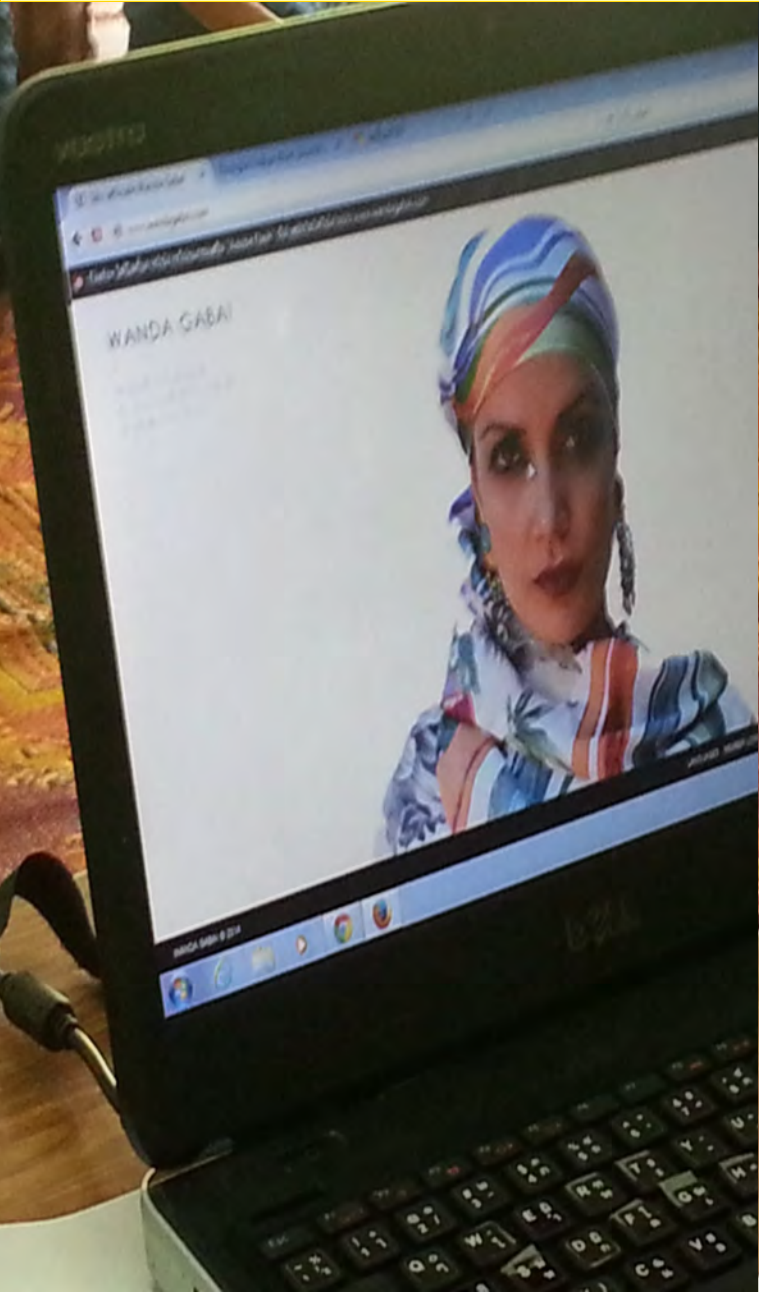
WE. STYLE. FO...



Skype for Busi...



# Smart Community Entrepreneur Academy





# Value Added + Professional + More PR



Instagram



kamolratchim



ccdkm\_

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22



# Smart Community Entrepreneur Academy





## **COMMUNITY TOURISM – VERY LOCAL TRIP**

**CCDKM** and **VERY LOCAL TRIP** join together to help travelers discover unexplored destinations in Thailand, build friendships with local communities and promote and preserve their cultures and traditions.



# Smart Community Toursim



VERY LOCAL TRIP  
TRAVELLING.REINVENTED

[EXPLORE](#)

[JOIN US](#)

[GET INSPIRED](#)

[BLOG](#)

[MORE](#)

Sakon Nakhon like a local

Welcome to Sakon Nakhon, the 'City of Indigo'

\$123

M Preso.ppt...



Smart Farmer Reg...



TOUR สักน...



Sakon Nakhon lik...



Skype for Business

TH



1:40

18/6/2558



# Smart Community Tourism



**VERY LOCAL TRIP**  
TRAVELLING.REINVENTED

EXPLORE

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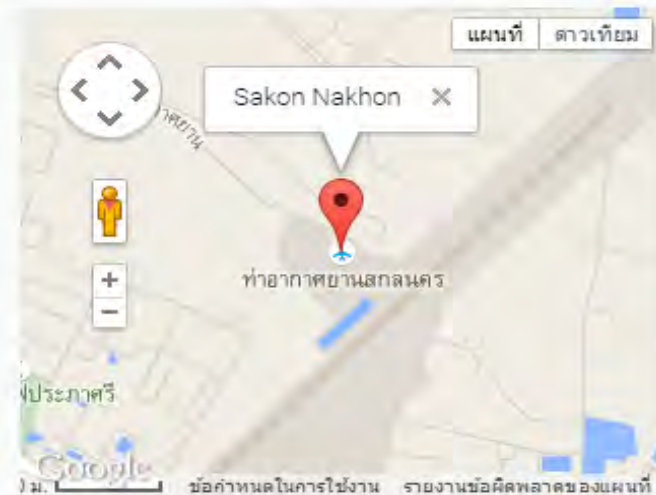
## TRIP

Art & Fashion trip in Sakon Nakhon, the 'City of Indigo'



6/11

Sakon Nakhon, Thailand



\$123 per person

2 days

REQUEST BOOKING

YOUR LOCAL HOSTS

## ABOUT THIS TRIP

Sakon Nakhon is in the upper northeast of Thailand's Isan region. It lies within the

# www.verylocaltrip.com



**VERY LOCAL TRIP**  
TRAVELLING.REINVENTED

EXPLORE

JOIN US

GET INSPIRED

**A trip is more than a destination**  
It's an experience to live, and to share.

🔍 Where are you going?



EAT



DISCOVER



RELAX



# www.verylocaltrip.com



ThaiTelecentreTour.com

Exptercint the charms of Thai Telecentres.

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ชิมกาแฟสด ที่ศูนย์การเรียนรู้ ICT ชุมชนควนโดน





**VERY LOCAL TRIP**  
TRAVELLING REINVENTED

EXPLORE

JOIN US

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BLOG

MORE



\$49

5



## BANGKOK EXPERIENCE

With - Tangwan

Bangkok,  
Thailand

More Info

5  
hours



\$29



## LOCAL TRIP TO THE SOUTH OF BALI

With - Amanda

Bali,  
Indonesia

More Info

10  
hours



\$25



## ENJOY FUKUOKA JUST LIKE THE LOCALS

With - Mami

Fukuoka,  
Japan

More Info

5  
hours



\$41



\$35



\$75



# Smart Community Tourism

## www.verylocaltrip.com



**VERY LOCAL TRIP**  
TRAVELLING.REINVENTED

EXPLORE

JOIN US

GET INSPIRED

BLOG

MORE



### "Great trip!"

Valerie & Jean-Michel

---

"We stumbled on Very Local Trip and decided "What the heck, why not?" If you are going to Bangkok, definitely give Very Local Trip a try!"



### "A unique experience"

Olivier

---

"A fantastic way to discover the local culture and have a totally different experience of the place. I will definitely try Very Local Trip again in other cities"



### "Travel like a local"

Alessandra & Johanna

---

"This is a very good idea! Glad we came across your services, our trip to Thailand was an unforgettable experience. We will look for Very Local Trip wherever we go!"



# CCDKM

A woman wearing a wide-brimmed straw hat and a blue and white plaid shirt is smiling and holding two bunches of purple eggplants. She is standing in a field with green plants in the background. A small basket is hanging from her shoulder.

## ENVIRONMENT

### ASEAN Smart Farmers

**5,000 trained** in Thailand and Laos on how to share and communicate information on sustainable agriculture technologies via ICT and social media.

### ASEAN Homeworker

E-Services for ASEAN Women Empowerment

Work & Life Balance for ASEAN Women via FB



# Smart Farmers/ Smart Farming

*Enhancing the productivity of the farmer through environmentally and economically smart practices*



***Making right choices*** - adopting practices that are not only better for the climate and the environment, but also for their livelihoods.

# ***Promoting Work Life Balance for Women's Economic Empowerment in the Context of ASEAN Integration***

## **Work Life Balance (WLB) –**

*Means having flexible arrangements to allow people to balance between how much time they spend earning and how much time they spend in other personal activities.*



**>1 million people especially women in ASEAN** who will give grassroots voices through social media, online forums, and YouTube videos

- **ASEAN economic integration with women participation** can be realized through WLB if all member countries work together.

## **ASEAN WLB Social Media Campaign**





# Lots of Opportunities for the NoBody Ones







SUKHOTHAI THAMMATHIRAT OPEN UNIVERSITY  
SCHOOL OF COMMUNICATION ARTS



# MA Communication Arts for ASEAN

*(International)*



[www.CCDKM.org](http://www.CCDKM.org)

ONLINE INTERNATIONAL MASTER IN COMMUNICATION ARTS FOR ASEAN

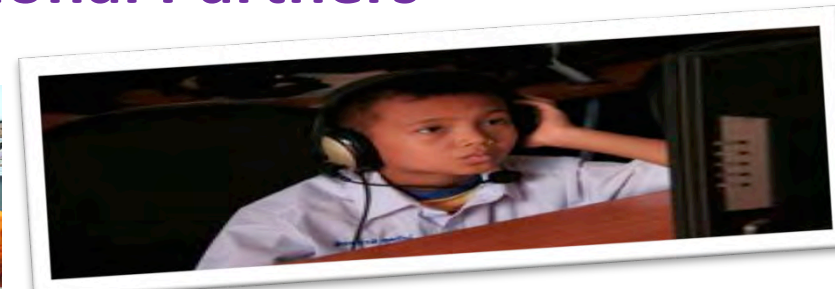






- 1. Access** : Affordable + **Literate** + **Secured**
- 2. Empower** : Stakeholders, Professional Partners, Interactive Coaching System, 21<sup>st</sup> Century Skills
- 3. Benefits** : **In Cash & In Kinds**
  - 3.1) Earn a Living (Tourism+ Products+ Services)
  - 3.2) Opportunities (e- Learning, welfares, info..)
- 4. Dignity** : Open more floor / platform for marginal people to **VOICE** + more PR

**\*\* Key Strategies : Make it most **Good Governance** + work collaboratively with all Professional Partners**



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